2011 ANNUAL REPORT

IWMC
ISLAND WASTE MANAGEMENT CORPORATION

Brockton

Dingwells Mills

New London

Murray River

Wellington

Message from the Chairman 1

Board of Directors 1

Message from the Chief Executive Officer 2

Senior Management 2

Waste Watch 3

Disposal Facilities 5

Disposal Programs 13

Customer Service 17

Education & Awareness 19

Finance and Administration 23

Financial Statements ..... Appendix A

TABLE OF CONTENTS

CHAIRMAN'S MESSAGE

Honourable Robert Vessey
Minister of Transportation & Infrastructure Renewal
PO Box 2000
Charlottetown, PE C1A 7N8

Dear Minister,

Enclosed, please find the Island Waste Management Corporation Annual Report for the fiscal year ending March 31, 2011.

IWMC is a PEI Crown Corporation whose mandate is to develop, implement, and operate a waste management system to serve Prince Edward Island.

The Corporation is dedicated to building on the successes achieved to date and to divert as many resources as possible from final disposal.. The Board of Directors, Management and Staff are committed to managing solid waste generated on PEI in an environmentally-responsible and cost-effective manner. Monthly board meetings are held to review operations and follow progress on new initiatives.

The Board of Directors works closely with Management to help establish ongoing objectives to achieve IWMC's mandate.

Sincerely,

Mark McLane, Chairman
Island Waste Management Corporation

Mark McLane
Chairman, IWMC

Board of Directors
as of March 31, 2011

Mark McLane	Chairman
Doug Clow	Secretary/Treasurer
Steve MacLean	Director
Brian Douglas	Director
Ed Power	Director
Lowell Hogg	Director
Robert White	Director
Marilyn LeFrank	Director
Peter Williams	Director

Senior Management
as of March 31, 2011

Gerry Moore	Chief Executive Officer
Sheri Taylor Bradley	Chief Financial Officer
Claudette Gallant	Special Projects
Floyd Gaudet	Customer Service
Heather Myers	Disposal
Merie Surkan	Public Relations & Education

Gerry Moore
CEO, IWMC

CEO'S MESSAGE

Since 2002, Islanders have demonstrated that doing the right thing pays off in huge dividends to the environment. Since the inception of our Island-wide "made-in-PEI" program, over 640,000 tonnes of material have been diverted from landfill.

The following highlight some of IWMC's significant accomplishments from the fiscal year ending March 31, 2011:

- In collaboration with Atlantic Canada Electronics Stewardship, PEI launched a formal electronics recycling program and banned electronic materials regulated under provincial legislation from disposal in landfill;
- The construction of the $2.6 million Cell #5 was completed;
- The yard at Brockton Waste Watch Drop-Off Center was expanded to provide an all-weather working area for receiving and storing materials;
- IWMC recorded its fifth straight year of operational profit.

On behalf of staff and management of IWMC, I would like to thank Islanders for continuing to do their part. Efforts to work together to reduce, reuse, recycle and recover valuable resources help us preserve the environment for our enjoyment and for future generations to come.

Respectfully

G Moore

Gerry Moore, Chief Executive Officer
Island Waste Management Corporation

WASTE WATCH

Island Waste Management Corporation (IWMC) is a provincial Crown Corporation that administers and provides solid waste management services throughout Prince Edward Island. Our mandate is to deliver a cost-effective and environmentally-responsible provincial waste management system to both the residential and commercial sectors of PEI. The Corporation is organized under a nine person Board of Directors representing various sectors across the Province. Day to day operations are managed by the Chief Executive Officer through five department managers and a complete team of dedicated employees.

The Waste Watch Program is the 'made-in-PEI' answer to waste diversion and the disposal of unwanted material. The program is based on a single premise – the mandatory source separation of the waste we create. For homes, businesses, and institutions, the initial sorting of 'waste' into **RECYCLABLES**, **COMPOSTABLES**, and **WASTE** at source is the key to the entire system. In addition to these streams, Island Waste Management Corporation has established programs for materials requiring special disposal such as hazardous materials, white goods, metals, used tires, fluorescent bulbs, used medication, and batteries.

While proper sorting is the common thread of Waste Watch, the collection of sorted material differs between the residential and commercial sector.

> The PEI Waste Watch Program produces some of the highest waste diversion figures in North America. Mandatory source separation by the user is one of the main reasons the program is a success and it is the most cost-effective and precise way to separate different waste streams. The residents of Prince Edward Island have proven that the goal to divert waste from landfill can be achieved. ***IWMC continues to lead the way by example thanks to the support and dedication of residents and businesses.***

RESIDENTIAL PROGRAM

Households are assigned two carts—green for compostables and black for waste. Carts are collected every week, with the green cart collected one week and the black cart the next. Blue bags are used for recyclables which are collected monthly. Residential customers are also provided with Spring and Fall Cleanup and a Christmas tree collection. Property owners are charged a fee on their property tax bill which covers the cost of carts, collection fees, and disposal costs for the entire year. As of January 1, 2011, the household user fee is $199.85. Seasonal properties are charged $89.85 and receive collection from June through September. An extended cottage collection is available from mid-May through the end of October for a seasonal rate of $114.85.

Waste Watch is mandatory for all residents on PEI, including apartment tenants and condo dwellers. Depending upon the needs of a multi-family dwelling, each tenant may be assigned a set of carts, or several units may share a set of carts. Some apartments may have containers for recyclables while at others, tenants place blue bags curbside on collection day. IWMC staff work with individual landlords and/or property owners to help establish appropriate sorting stations and collection service for each facility.

INDUSTRIAL, COMMERCIAL & INSTITUTIONAL SECTOR

Businesses must arrange for a waste contractor to collect their sorted material or they may opt to self-haul their material to a Waste Watch Drop-off Center. Fees, based on weight, are charged for the disposal of commercial wastes at IWMC facilities. Because participation is mandatory, businesses must provide sorting receptacles for their employees and guests. The commercial tippage fee as of March 31, 2010 was $100 per metric tonne at final disposal facilities. The tippage fee at drop-off locations is $115 per metric tonne for sorted compost and waste, and $45 per tonne for recyclable material.

DISPOSAL FACILITIES

PEI's waste material is processed for final disposal at one of the following facilities:

- **East Prince Waste Management Facility** (landfill cell)
- **Central Compost Facility** (organics processing)
- **PEI Energy Systems** (incinerator - energy from waste facility)
- **GreenIsle Environmental Inc.** (recycling facility)
- **Special Waste** (some special waste is sent off island for processing and final disposal as facilities are not currently available on PEI for their proper disposal, ***(ie: HHW, fly ash, batteries, chemicals)***

IWMC has also established six Waste Watch Drop-Off Centers (WWDC's) which are geographically located across the province to offer disposal services to the general public as well as small business owners. Sorted material is transported from the WWDC's to the appropriate final disposal location.

EAST PRINCE WASTE MANAGEMENT FACILITY

EAST PRINCE WASTE MANAGEMENT FACILITY (EPWMF)

EPWMF, owned and operated by IWMC, is located in Wellington Centre, PEI and serves as a final disposal facility for waste. EPWMF is the only sanitary landfill within the province and features the following:

- second-generation lined landfill
- on-site waste water treatment facility
- windrow composting facility
- tire storage
- household hazardous waste receiving facility
- Waste Watch Drop-Off Center
- ACES drop-off depot

Lab packs for shipping

Waste materials destined for landfill are generated primarily from Prince County. Material generated in the remaining areas of PEI is transported to PEI Energy Systems where it is used to generate energy requirements for buildings in the Capital Region.

During the summer of 2010, the EPWMF scalehouse was renovated to expand the space needed for customer and contractor interaction. A 10-foot chain linked fencing was installed in several areas throughout the property to prevent litter blowing from the landfill cells to outside property boundaries. In addition, trees were planted along the entrance roadway to the site to minimize lawn maintenance and help create a greener vision of the facility.

New scalehouse at EPWMF

Landfill

The landfill is approximately nine hectares in size and is being developed in six or seven cells. A high-density, polyethylene synthetic liner is used to prevent leachate migration into the groundwater.

Waste loads arriving at EPWMF are inspected for content and contamination prior to spreading on the landfill. Waste is covered daily with either bottom ash, construction and demolition material, compost screenings or clay. This layer reduces the amount of litter blowing throughout the facility.

Construction to develop cell #5 commenced during the summer of 2009. The capacity of this cell is 240,000 cubic meters. In July 2010, the cell began to actively accept waste.

Cell #5

Groundwater and Surface Water Monitoring

Throughout the facility are a series of groundwater monitoring wells (GMW) sunken at different levels. All-Tech Environmental Services Limited collected samples from 25 wells in the Spring and 26 in the Fall. Samples were also collected from the storm water retention ponds and connecting manhole access ports. These samples were analyzed at a laboratory for the parameters outlined in the Environmental Protection Act Waste Resource Management Regulations issued by the Department of Environment, Energy & Forestry (DEE&F).

Composting Operations

EPWMF processes special organic materials in its aerobic open windrow composting operation. Organics processed included sewage sludge from Summerside and Charlottetown pollution control plants, fat and batter crumbs from local food processors, as well as mussel shells and wood chips. Compost produced at EPWMF is utilized on-site as intermediate cover material or vegetation layer at the landfill cell.

EPWMF also received 1208.15 tonnes of compost during the fiscal period from the Central Compost Facility for storage to provide it with the time needed to further stablize and mature.

Compost turning

Used Tire Management

EPWMF houses a storage site for used tires. From this site, tires are held and loaded for transportation to recycling facilities.

Wastewater Production, Treatment and Monitoring

EPWMF's wastewater treatment system consists of an aerated lagoon, settling lagoon and a constructed wetland. Wastewater is pumped through the force main into the aerated lagoon where air is introduced to assist in the treatment process. The material then flows to a settling pond. From the settling pond, treated water flows through a constructed wetland made up of natural vegetation. When treatment levels meet or exceed provincial standards, the treated water is released from the wetland.

The on-site treatment system is monitored daily for flow rates. Monthly grab samples are collected and sent to a laboratory for analysis. Samples are analyzed for the parameters outlined in the Environmental Protection Act Waste Resource Management Regulations issued by DEE&F.

During this reporting period, 29,911 cubic meters of wastewater were captured in the collection system and treated on-site. No leachate was sent off-site for treatment.

EPWMF Waste Watch Drop-Off Center (WWDC)

A WWDC is provided at EPWMF for the general public and small businesses. This depot provides convenience to both residential and commercial customers to unload their sorted material. The WWDC houses five containers at a lower elevation as well as areas to store construction and demolition debris, asphalt shingles, yard and garden debris, bulk waste, white goods, and a household hazardous waste depot. Waste material is taken from this area and landfilled on-site, while other materials are transported to appropriate final disposal facilities.

EPWMF - TOTAL TONNAGE
(Fiscal Year)

TYPE	2011	2010
Waste	27,065.57	27,660.45
Bottom Ash	8,067.83	8,962.35
Compost	1,326.60	1,262.45
Contaminated Soil - *Residential*	11,242.38	5,365.02
Contaminated Soil - *Commercial*	1,756.04	4,740.28
Hazardous Waste (Est.)	43.12	39.43
Metals & White Goods	146.56	177.85
Tires	2,168.42	1,962.03
Contaminated Material	1,200.98	1,468.80
Recyclable Silage Wrap	8.45	7.37
TOTAL	53,025.95	51,646.03

Aerated lagoon

Containers at drop-off area

CENTRAL COMPOST FACILITY (CCF)

The Central Compost Facility, located in Brookfield, PEI, is owned by IWMC and is operated under RFP contract by ADI International Ltd. Source-separated organic feedstock is delivered to the site by commercial haulers and is weighed, categorized and dumped on the tipping floor of the Receiving Building. Obvious contaminants are removed and the material is loaded into a coarse shear shredder then over a disc screen that separates the larger organics (i.e. boxboard) from smaller organics (i.e. food scraps). Organics (both large and small) then go through sorting lines where contaminants are removed. Large organics are shredded to reduce their size. Material is stored in holding bunkers. Yard debris such as branches and leaves are stored outside and ground using a large shredder.

Scalehouse at CCF

CENTRAL COMPOST FACILITY

An important aspect of composting is the proper blending of various feedstock to achieve the desired carbon/nitrogen content. Feedstock is blended and mixed then loaded into containers which promote rapid composting through aeration. Material is held in containers approximately 10 days then transported to the Curing Building to continue the composting process. Mature compost is moved to the Storage Building where it is again screened and stored until sold as a soil amendment or conditioner.

During fiscal 2011, CCF received 20,222.52 tonnes of organic material and from this produced 12,523 tonnes of final product. Regular sampling and laboratory analysis of the compost occurred. These samples were analyzed for the parameters outlined in Environmental Protection Act Waste Resource Management Regulations issued by DEE&F.

COMPOST PRODUCED AT CCF

FISCAL YEAR	TONNAGES RECEIVED	COMPOST PRODUCED
2011	20,223	12,523
2010	21,886	10,555
2009	22,735	12,617
2008	23,233	11,750
2007	24,502	14,434

Holding containers

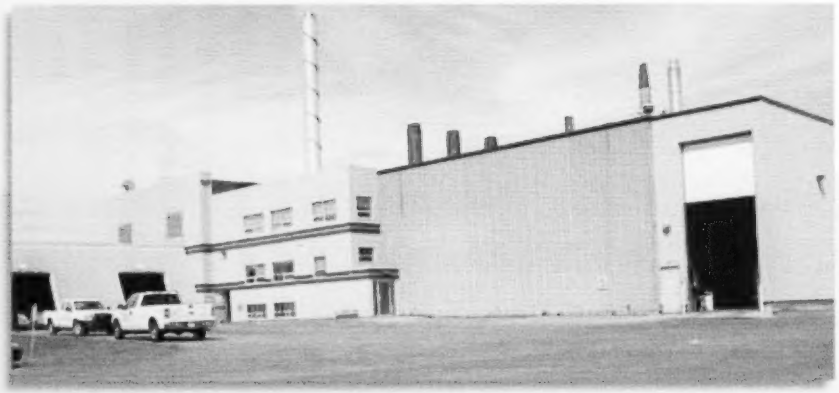
Inside Curing Building

PEI ENERGY SYSTEMS (PEI ES)

PEI ES is a privately-owned and operated incinerator which burns municipal solid waste under contract with IWMC. The facility provides steam and/or hot water heat to a 15-km heat distribution system throughout the core area of the City of Charlottetown.The plant serves over 60 customers and heats 84 buildings, including all the provincial buildings, the University of PEI (UPEI), Holland College, two shopping malls and many other apartment and commercial buildings in the centre of Charlottetown. Energy for cooling is also provided to the Queen Elizabeth Hospital and UPEI. During the fiscal period, 25,474.11 tonnes of waste were processed for energy.

A total of 413.43 tonnes of fly ash generated at PEI ES was collected, transported and properly disposed of at an approved off-Island facility. Through an RFP, NewAlta Industrial Services Inc. was awarded the contract effective June 2009 for this service.

Stack emissions testing occurred at PEI ES in January 2011 and was conducted by Exova Canada Inc. The parameters tested include particulate and gaseous air contaminants, metals, SVOC's, dioxins and furans.



WASTE WATCH DROP-OFF CENTERS (WWDC's)

In addition to the WWDC located at EPWMF, IWMC has established five other sites across PEI to accept items not collected at curb and to provide disposal alternatives for small business owners to self-haul sorted material. With the exception of GreenIsle, WWDC's are operated by IWMC. GreenIsle, located in Charlottetown, is owned by GreenIsle Environmental and operated under contract with IWMC.

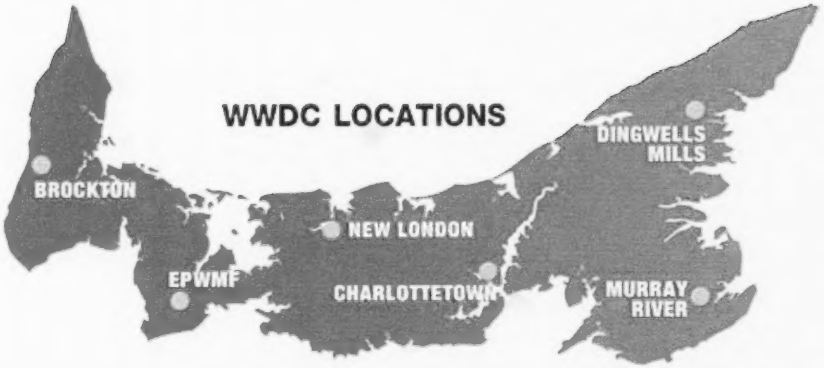
At the WWDC, material is received, stored and subsequently transferred to a final disposal site (or to the recycling facility) by IWMC staff using two tandem axle roll-off trucks. The operating system consists of a series of disposal stations using 40 to 50 cubic yard roll-off containers. When customers arrive at a WWDC, vehicles are weighed, and sorted material is taken by the customer to the appropriate station. Disposal fees are charged for most items with the exception of:

MATERIALS RECEIVED AT WWDC'S *(Tonnes per Fiscal Year)*

WWDC's	2011	
	CUSTOMERS	TONNAGE
Brockton	4,858	1,208.70
Dingwells Mills	5,267	921.76
GreenIsle	49,130	13,320.98
Murray River	4,043	681.98
New London	6,203	1,021.59

- Tires
- Household Hazardous Waste
- White goods (fridges, stoves, washers, etc.)
- Bio-medical waste / medication (residential only)
- Large household furniture (mattresses, box springs, etc.)
- Carpet
- Electronics

Each WWDC site is attended by a scale operator and a site inspector and is open to the public various hours based on seasonal needs. GreenIsle and EPWMF are open Monday to Saturday, however rural sites are operational between 2.5 and 3.5 days per week with increased hours during summer to accommodate heavier demands.



The Brockton Waste Watch Drop-Off Center was expanded in Fall of 2010. An area of approximately 3000 square meters was cleared and upgraded with sandstone and gravel, then paved to provide an all-weather work area for receiving and storing various materials such as metals, construction and demolition debris, asphalt, and used tires.

New pavement at Brockton WWDC

GREENISLE ENVIRONMENTAL

Under contract with IWMC, the GreenIsle recycling facility in Charlottetown is the major processor of recyclables for Prince Edward Island. This privately-owned facility receives, processes and ships over 250 tonnes per week of recycled materials to markets. Materials such as PET, HDPE#2, rigid and film plastics #2 - #5, coloured and clear glass, tin, aluminum, corrugated cardboard, newsprint, and mixed office paper are processed. The organization also operates a smaller recycling facility in Summerside, PEI, where corrugated cardboard is processed.

DIVERSION FROM LANDFILL

For the fiscal year ending March 31, 2011, PEI has diverted 51,979.09 tonnes of material from landfill.

This does not include:

- material (such as recyclables, metals, cooking oils, etc.) that is diverted privately;
- cardboard and plastics from larger commercial establishments such as Cavendish Farms, Wal-Mart, McCain Foods, Zellers, Superstore, etc. who recycle outside of IWMC's system;
- waste diversion activities such as backyard composting, grasscycling, commercial mulching operations, etc.

PEI TOTAL WASTE VOLUMES
(Fiscal 2011)

MATERIAL TYPE	TONNAGE 2011	2010
Compost	19,088.54	20,713.18
Waste	53,578.18	52,924.94
Recyclables	9,422.92	11,985.91
Metals and White Goods	16,971.97	13,130.86
Tires	2,367.85	1,962.03
HHW	278.78	269.88
Electronics	374.41	N/A
Other Provincial Programs	3,474.62	3,850.21
TOTAL	105,557.27	104,837.01

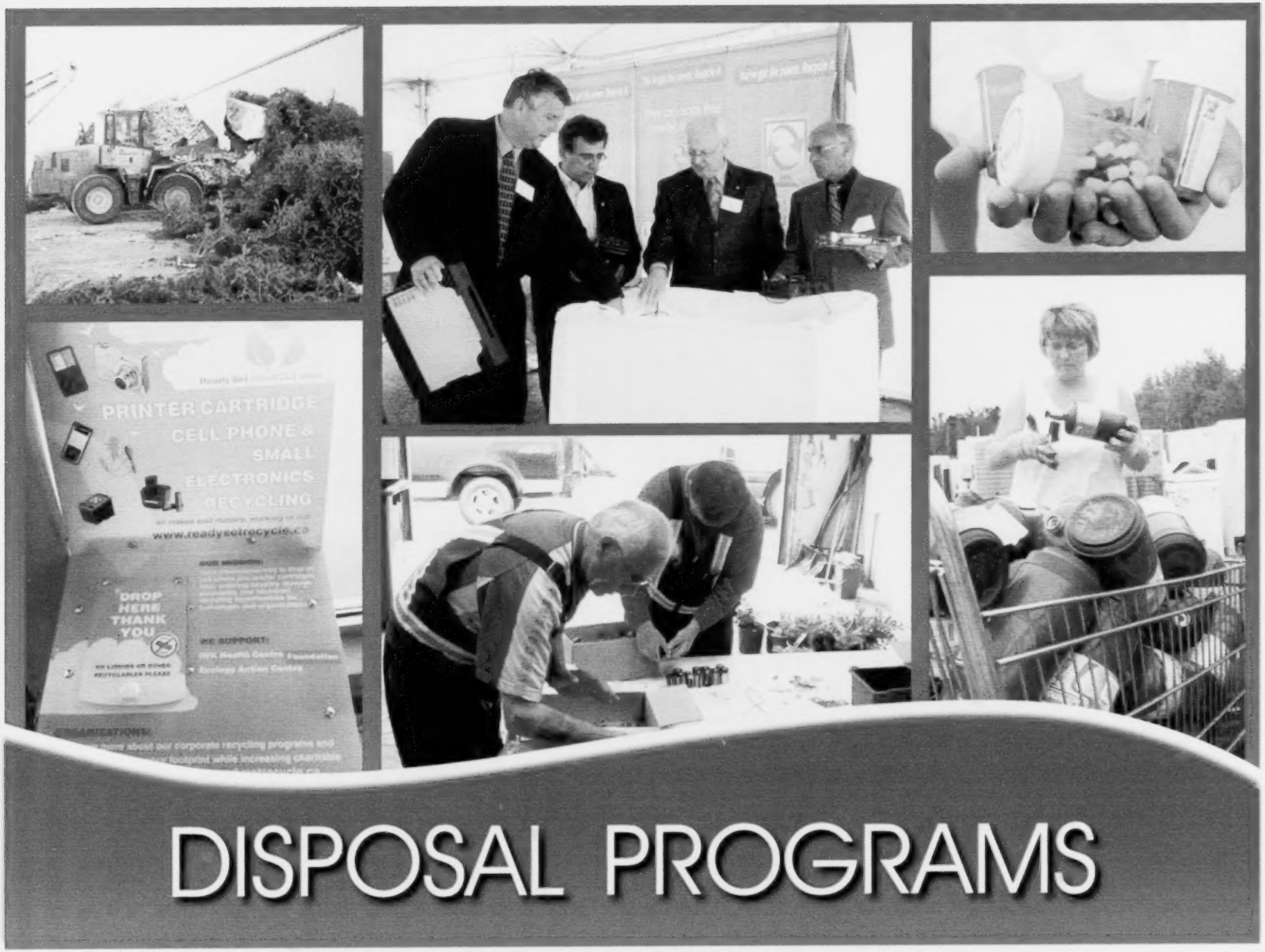
Provincial programs noted on the diversion chart above include beverage container bottles, used oil, lead-acid batteries, rechargeable batteries, and pesticide containers.

Recyclables to be shipped off island

FORMER COMMUNITY DUMP SITES

Queens County Regional Landfill, located in the community of Milton,is no longer in use. The building and site are used for storage of Waste Watch carts and roll-off containers. In March 2011, IWMC conducted routine sampling of private well water systems at the properties of 21 nearby residents. Results from these samples are forwarded to the property owner as they become available, along with advice on correcting any problems if identified. All-Tech Environmental Services Ltd. collected samples from 17 groundwater monitoring wells in October 2010. The samples were analyzed at a laboratory for the parameters outlined in the Department of Environment, Energy and Forestry EPA - Waste Resource Management Regulations.

Groundwater monitoring was also conducted at the former landfill sites in Cardigan and St. Eleanors. All-Tech Environmental Services Ltd. has a contract to conduct yearly sampling in October from 16 monitoring wells in Cardigan and 6 wells and stream locations at St. Eleanors. These samples are sent to a laboratory for analysis and a report is issued to IWMC for each site. The reports are also submitted to the Department of Environment, Energy and Forestry to fulfill the commitment for continuing monitoring at closed landfill sites.



DISPOSAL PROGRAMS

The success of the Waste Watch program hinges on customers, both residential and commercial, doing their part to sort waste resources into **RECYCLABLES**, COMPOSTABLES, and **WASTE**. This represents the 'bulk' of waste material generated on PEI, however IWMC administers and/or supports several other programs for materials requiring special disposal.

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

Household waste material that poses a risk to health, safety or the environment is considered HHW. This includes products which are corrosive, reactive, toxic, or flammable as well as products such as fluorescent bulbs that contain heavy metals.

EXAMPLES OF HHW INCLUDE:

- adhesives, silicone, etc.
- items containing mercury
- pesticides, herbicides, etc.
- paints, solvents, etc.
- cleaners
- propane cylinders
- aerosol cans (with contents)
- fluorescent lights

IWMC has established HHW depots at all WWDC's. These depots are equipped with conventional personal protective gear and safety equipment, and staff responsible for the direct handling of HHW are provided with specialized training. Due to the nature of these products, HHW is never collected curbside; residents must deliver them to a HHW depot at no charge.

Hazardous wastes produced by the industrial, commercial and institutional sector are not accepted at IWMC facilities. Businesses must safely and properly dispose of this material by making arrangements with a hazardous waste carrier.

The HHW program also features special disposal programs to handle household batteries, pharmaceuticals, and sharps. This material is accepted at HHW depots, however the following programs offer alternatives which enhance customer flexibility and convenience:

Don't Get Stuck

To protect customers and collection drivers from harm, IWMC, in collaboration with the Pharmaceutical Association, Canadian Diabetes Association, McKesson Canada and DEE&F, offers a safe needle disposal program for residents. Approved needle containers are provided at no charge to customers at local pharmacies, needle exchange program locations and through programs provided by the Diabetes Assocation. Customers use these approved containers to store used sharps and the full container is returned to local pharmacies or needle exchange locations for proper disposal.

Approximately 2,537 5-litre containers of sharps were collected during the reporting period. These containers are transported to PEI ES for incineration.

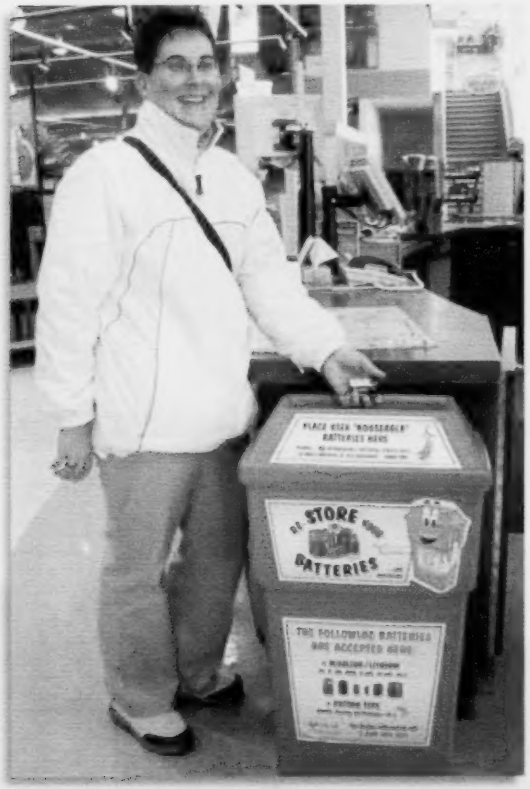
Take it Back

Through association with the PEI Pharmaceutical Association and the DEE&F, IWMC administers a safe medication disposal program for households. A no cost, customers returned unused medication to pharmacies. Over the fiscal period 21 lab packs, 15 20-litre, and 83 10-litre containers of pharmaceuticals were received and shipped to Ontario for final disposal.

Battery Re-Store Program

Battery containers have been placed at 22 major grocery stores on Prince Edward Island, and customers are encouraged to take their unwanted disposable batteries for proper disposal when grocery shopping.

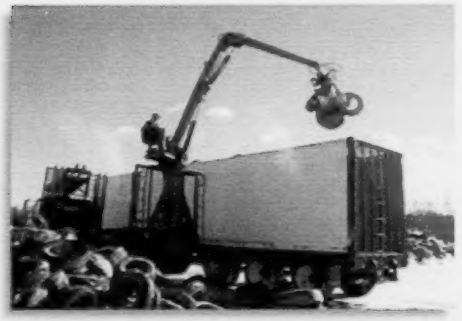
During this fiscal period, over over 444,800 batteries were recovered through the Battery Restore Program (over 100,000 more than the previous year).The program has become a huge success primarily due to the convenience and close proximity of this disposal alternative to where people live.



Fully trained IWMC staff collect batteries from these locations then pack them in 45-gallon drums to be transported off-Island for recycling. The Corporation also promotes rechargeable battery recycling and provides the public with a list of drop-off locations which includes our WWDC's, electronic stores, and community organizations throughout the province. Programs for rechargeable batteries are self-administered by participants who are provided with special collection boxes complete with mailing addresses and postage for delivery to recycling centers.

USED TIRE MANAGEMENT PROGRAM

IWMC manages the collection and storage of used tires within the Province. Tires are collected from sites across PEI by a contractor selected by IWMC, and delivered to the used tire storage site at EPWMF. From April 1, 2010 to March 31, 2011 a total of 2,168.42 tonnes of tires were collected. Tires are sent to DTR Environmental Services Ltd., in Huntley, PEI where they are shredded and marketed for use in road construction and drainage.



METALS AND WHITE GOODS

During this fiscal period, IWMC reported 16,971.97 tonnes of metals recycled on PEI. This number represents material accepted and processed by privately-owned and managed scrap metal dealers as well as metals and white goods received at WWDC's. White goods, or items such as fridges, stoves, washers, freezers, etc., are accepted at all WWDC's at no charge. Through contract with IWMC, RDMD provides a service to remove harmful components such as Freon, and the white goods are then transported to recycling markets. WWDC's also accept metal products from residential and commercial customers. There is a disposal fee imposed on metals, however the fee is waived on all white goods delivered to our sites.

ELECTRONICS RECYCLING PROGRAM

Electronic products which are regulated under provincial legislation were banned from disposal on PEI effective July 2010. The material must be recycled in order to extract items such as steel, glass, copper, aluminum, plastic and precious metals for manufacturing into new products.

A new Electronics Recycling Program was launched for PEI through collaboration with Atlantic Canada Electronics Stewardship (ACES). The program is industry-led and is not funded by general taxpayers or the government, but by consumers and producers of electronic products. Fees are applied to the sale of new electronic products through ACES, and these fees are used for the administration, collection, transportation and responsible recycling of this material. The funds also help cover the cost of recycling older electronic products to ensure they are processed responsibly. All Island WWDC's have been designated to accept electronics on behalf of ACES. Material is accepted at no charge.

From July 1, 2010 to March 31, 2011, a total of 374.41 tonnes of electronics were dropped off at WWDC's.

ELECTRONIC MATERIALS INCLUDED IN THE PROGRAM:

- desktops & portable computers
- computer peripherals
- monitors
- printers, scanners & fax machines
- televisions
- audio / video systems
- digital cameras
- home theatre systems
- non-cellular telephones

OTHER PROVINCIAL DISPOSAL PROGRAMS

While IWMC has the mandate to manage waste on PEI, other programs which are administered by various government departments and private industry and regulated by DEE&F exist throughout the province. Some of these programs include:

- Beverage Container Refund Program
- Used Oil Program
- Lead-Acid Battery Program
- Pesticide Container disposal
- Rechargeable Battery recycling
- Cell phone recycling
- Ink cartridges

HOLSTEINS
CUSTOMER SERVICE

IWMC's Customer Service Center, located in Tignish, PEI, is staffed with trained personnel who take inbound and make outbound calls to and from customers with properties on Prince Edward Island.

SERVICES OFFERED

Call Center Support

Customer Service staff handle a wide scope of customer concerns from simple cart delivery requests to more complex issues such as problematic roads or property sale and tax-related issues. Staff are thoroughly versed in all aspects of the Waste Watch Program and work closely with contractors and collection drivers.

Program and work closely with contractors and collection drivers. During this fiscal period, staff handled a total of 47,768 calls.

To supplement call center support, an info-line service is available to provide information and trouble-shoot service issues. The Corporate website also allows customers to directly request sorting assistance and log service requests. Customer Service personnel manage these communication vehicles.

Multi-Unit Apartment Buildings

There are unique challenges when dealing with a residential program at a multi-unit building. IWMC works closely with apartment management and when appropriate, provides custom education such as brochures and pamphlets as well as targeted letters and on-site presentations.

Back Yard Collections

IWMC assists the elderly and mobility-impaired customers by working with contractors and staff to assess participation limitations. When necessary, arrangements for back yard collection service are implemented.

Community Cleanups and Beach Sweeps

Coordination with various community groups is ongoing for cleanup along Island beaches and highways. In addition, assistance is provided to the not-for-profit sector with sorting needs for events and in dealing with material unfit for resale generated at thrift-type events.

Work Orders

During this fiscal period, 3,635 work orders were completed. Work orders are the primary functions of Operational Support Technicians who are scheduled based on the geographic location of the service required. For the most part, work orders revolve around Waste Watch cart delivery, replacement and repair, however they also include goodwill collections, assessments for special collections and inaccessible roads, providing education directly to customers and general deliveries as required.

Cart Welding

In April 2010, an Island-wide campaign was launched to repair or replace cracked carts. This involved testing and calibrating lifters on collection trucks to determine if speed could be a factor contributing to cart damage and educating contractors on acceptable standards. IWMC then contracted with Plastic Pros, an organization here on PEI, to provide a welded repair on cracked carts. A total of 2285 carts were repaired at a cost savings (versus replacement) of over $110,000.

EDUCATION & AWARENESS

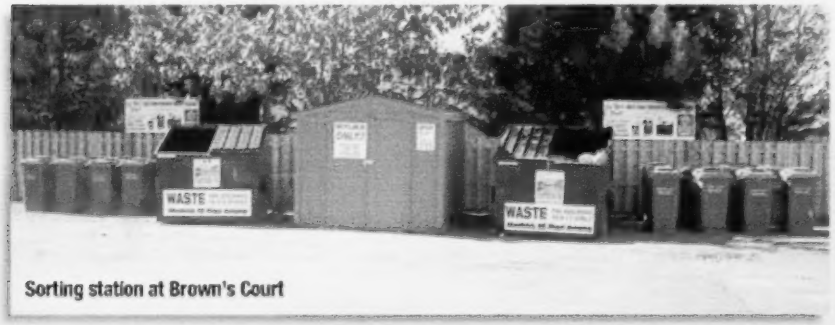
Continuous education is important to maximize the adoption of Waste Watch into day-to-day activities of business and residential customers. As the program advances, IWMC focuses on tools to improve sorting and help to make the public aware of new initiatives. During this fiscal period, the PR & Education team dedicated efforts on the following programs:

PROGRAM EDUCATION & AWARENESS

Tenant Participation

Over the past year, IWMC focused efforts to enhance participation of students and apartment tenants. Working with the Department of Health, City of Charlottetown, and property owners of apartments experiencing significant contamination problems, IWMC developed education packages, which included samples of bags acceptable for Waste Watch, and distributed them where appropriate.

To supplement orientation packages used for new tenants, IWMC staff worked closely with property owners/superintendents of a number of apartments to develop custom signage for common areas such as hallways, laundry rooms, public sorting receptacles, and main entrances. These posters focused on problem areas and common sorting errors. In addition, PR staff developed signage for outdoor receptacles to help promote their proper use and help reduce illicit dumping by the general public.



Sorting station at Brown's Court

Electronics Recycling

To support the successful launch of PEI's Electronics Recycling Program effective July 1, 2010, IWMC's Public Relations and Marketing Team worked closely with ACES representatives to educate residents, business owners, IWMC employees and waste haulers/drivers that electronics must be properly recycled and were no longer permitted in the waste stream.

While ACES was primarily responsible for the education of the retail sector, IWMC employed a number of initiatives to supplement awareness to customers, IWMC staff, and other individuals involved in waste management. These included:

- staff training
- driver and contractor education
- handbills and posters
- newspaper, television advertisements
- newsletters and website updates

In addition to the above, a formal launch for media and dignitaries was held on June 29th.

PEI's Electronics Recycling Launch (L to R): Gerry Moore, IWMC CEO; Richard Brown, Minister of Environment, Energy & Forestry; Gerard MacLellan, Executive Director, ACES; David Bois, Chair, ACES

Waste Watch in Action Photo Contest

A photo contest was launched in the Spring of 2010 encouraging customers to submit photos of "Waste Watch in Action" in three major categories – at school, at home, and in business. These photos will be used for educational purposes, and IWMC announced prizes would be awarded in each category. To allow employees the opportunity to participate, a special category for employees was also launched.

Curbside Monitoring

To help ensure sorting levels meet acceptable standards, IWMC works closely with collection drivers to identify areas where improvements are necessary. During the past year, education tools were developed, and IWMC employees, accompanied by drivers, inspected each cart in targeted areas for the purpose of direct home education. Yellow warning stickers were left on carts requiring significant improvement. As a follow up, inspection teams revisited these targeted carts two weeks later, and when compliance was unacceptable, red rejection stickers were placed to advise homeowners. The teams noted an approximate 70% improvement in sorting levels due to this direct education approach.

Another approach used for identified locations was to collect the contents of carts using IWMC trucks, and take the material to EPWMF for analysis. In areas where sorting levels were less than satisfactory, the inspection team noted a high volume of recyclables in the waste stream as well as an unacceptable use of plastic, solid-coloured grocery bags which created barriers for collection drivers to properly assess cart contents prior to emptying. A strategy is being developed to improve sorting levels and discourage customers from using grocery bags for waste.

Ongoing Education Tools

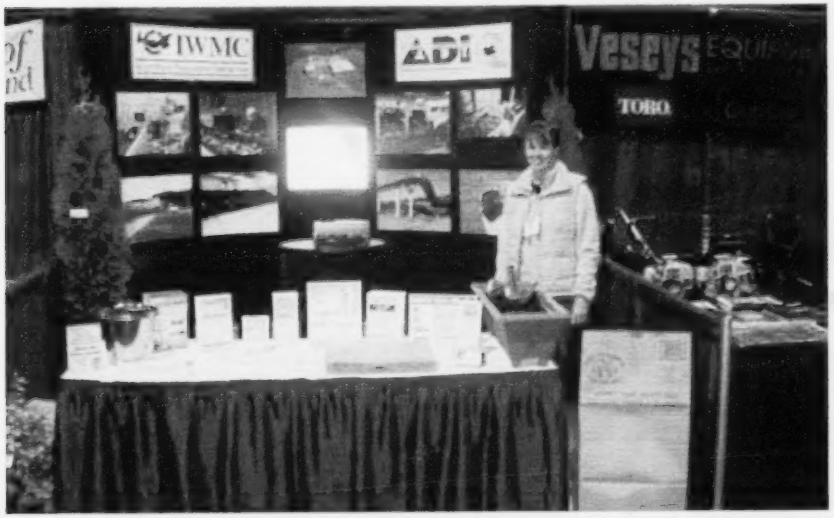
IWMC continues to produce a semi-annual newsletter which is distributed to Island homes in mid-June and mid-December. The newsletter contains an up-to-date sorting guide as well as a six-month collection calendar. In addition to this newsletter, the Corporation introduced an electronic newsletter during this fiscal period. E-news is distributed to subscribers and features quick updates on programs and details on new intiatives.

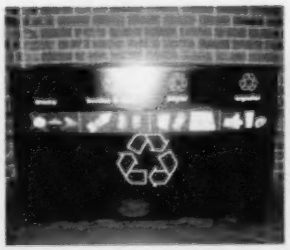
As a joint venture with local newspapers, regular columns help to supplement and clarify commonly-asked questions from customers. The Corporation also works with several communities and organizations and submits custom-prepared advertisements and articles when invited. Examples of this include monthly submissions to the PEI Sustainability Network newsletter, custom advertising addressing specific Spring Cleanup issues in targeted communities, and submissions to newsletters for privately-operated campgrounds.

As programs are enhanced and introduced, or as a solution to challenges as they occur, literature and posters are developed when necessary and distributed accordingly. Other communication vehicles used include newspaper, cable, and radio advertising when appropriate.

Trade Shows, Conferences & Presentations

IWMC staff provide presentations to various schools, businesses, youth groups, and community organizations as requested. For the most part, presentations are customized to meet the needs of the target audience or to address specific challenges faced by the group. The Corporation also participates in trade shows and conferences when appropriate. Staff work with conference planners to ensure conference venues are properly set up for Waste Watch so that participants can fully be engaged in proper sorting.





PUBLIC RELATIONS ACTIVITIES

Compost Council of Canada's Pumpkin Growing Contest

Each year, the Compost Council of Canada sponsors a national pumpkin growing contest for compost facilities across the country. The Central Compost Facility has won this contest five years in a row, earning $500 to be donated to a local charity. A presentation was made by ADII to the Keir Memorial Museum in Malpeque, the recipients of their prize award. The winning pumpkin was grown outdoors in compost produced by CCF without the aid of chemical fertilizers, supplements, or force feeding of nutrients.

Adopt-A-Highway

IWMC staff participated in PEI's Adopt-A-Highway program by cleaning its adopted 5 km section of the highway located on Route #2 near EPWMF. Highway and ditch cleanup is conducted by employees twice a year, in spring and fall.

Other Community Initiatives

- **Women's Institute Roadside Cleanup:** IWMC assists in the promotion of the program, the disposal of debris collected by volunteers, and ensures bags are provided at no cost to participants.
- **Plant A Row - Grow-A Row:** IWMC works with Island garden centers and clubs to help promote the program. Gardeners are encouraged to plant an extra row of vegetables for donation to a local food bank or soup kitchen.
- **Special Olympics Paper Bag Promotion:** Working with Special Olympics, IWMC organized two fundraisers designed at enhancing the public's awareness on the use of paper bags for yard and garden cleanup. Bags were sold at IWMC's cost to this organization to be sold in public locations just prior to Spring Cleanup.
- **Waste Watch Award:** IWMC presented an award to three students of Parkside Elementary School in Summerside who have shown initative and leadership in creating a recycling program for their school.
- **Water Conservation Awareness:** Public Relations staff worked with the City of Charlottetown to support water conservation with respect to the proper preparation of recyclable material. Messages were developed and distributed through various communication vehicles.

FINANCE & ADMINISTRATION

The Finance and Administration Department provides corporate services to the other departments of IWMC. These services include payroll, account receivables and payables, purchasing, budgeting, accounting and administration.

IWMC maintains an accounting system with related controls that provide the Corporation with reasonable assurances that transactions are properly safeguarded and accounted for and that records are provided for the preparation of audited financial statements.

FINANCIAL HIGHLIGHTS

Highlights for the fiscal period ending March 31, 2011 include:

- IWMC reported a net profit of $70,400;
- On April 1, 2010, Environmental Industrial Services Inc. (EISI) was transferred to IWMC. EISI is an independent subsidiary company of IWMC. It operates various water and wastewater facilities owned by other crown corporations on a cost recovery basis. The consolidated financial statements reflect both EISI and IWMC operations for this fiscal period.

ADMINISTRATIVE HIGHLIGHTS

IWMC continues to work with the PEI Government's Information Technology (IT) Department. A review is underway with respect to the Corporation's current network system to determine hardware and software needs in order to integrate IWMC's network within the government network system. It is IWMC's desire to have IT provide support for our desktop and server. In addition, a strategy to manage a system for backup and for refreshing hardware and software with standardized configurations is also required.

The final phase of IWMC's website overhaul was completed during the fiscal period. This involved the design, development and launch of an intranet website to facilitate internal communication and efficiency. A staff e-newsletter was also introduced as a communication tool to inform staff of projects, new developments, events, and updates as well as new Waste Watch guidelines and procedures.

WASTE WATCH CLIENT BILLING SOFTWARE

The Waste Watch Client is a custom software application which monitors the status of properties in the province, registers carts and applies the appropriate annual Waste Watch fee. This software provides inquiry capabilities of all information related to each property number. The billing report for the annual residential Waste Watch fee is produced by the Finance and Administrative Department. The Waste Watch billing file is sent to Taxation and Property Records (TPR) to be included in their annual property tax bill.

Through this billing process, IWMC received revenue of $12,689,968. Properties that are exempt from property taxes as well as new properties not yet assigned parcel numbers are billed directly by the Corporation. The revenue generated by direct billing was $82,048 for this fiscal period.

WASTE WATCH USER FEES *(Fiscal Year 2011)*	
Household User Fee	$199.85 annually
Cottage User Fee	$89.85 annually
Tippage Fee - *Final Disposal*	$100 per tonne
Tippage Fee - *WWDC*	$115 per tonne

HOUSEHOLD COUNT	HOUSEHOLDS	COTTAGES
March 31, 2011	60,470	8,110
March 31, 2010	59,572	8,053
March 31, 2009	59,027	8,152
March 31, 2008	58,328	8,105

FINANCIAL STATEMENTS

Attached are IWMC's audited financial statements for the year ended March 31, 2011. These statements are prepared in accordance with Canadian generally accepted accounting principles and audited by Grant Thornton, Chartered Accountants.